

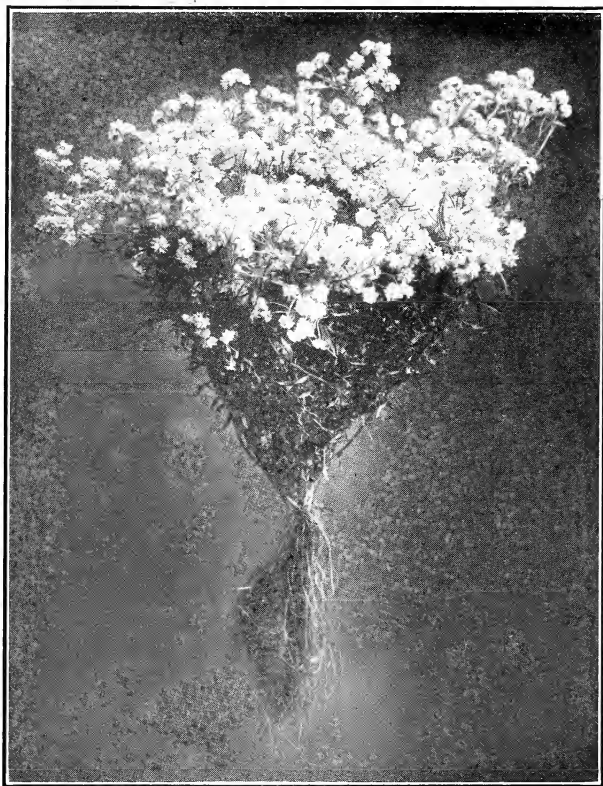
## **Historic, archived document**

Do not assume content reflects current scientific knowledge, policies, or practices.



1724-  
LIBRARY  
RECEIVED  
★ OCT 1 1924 ★  
U.S. Department of Agriculture.

# A Patch of Perennials is a Paying Proposition



Plant of Our Achillea "The Pearl" Taken from Field in July. Note strong root-system for only half the season's growth. Note the large pure white double flowers of our 100% true stock. This particular plant is the finest of all Perennials for cutflower purposes, but unless you get true stock it is not worth the planting.

THIS LIST OFFERS YOU

**Weller's Perennials "With that Wonderful Root System"**

**Weller's Gladioli for Forcing--"Ours for Flowers"**

**WELLER NURSERIES CO., Inc.**  
HOLLAND, MICHIGAN.

# A Patch of Perennials is a Paying Proposition

## PRICES OF LEADING FLORIST VARIETIES

## STRONG TWO-YEAR-OLD PLANTS BLOOM THE FIRST YEAR

### Shipping Starts October 1st

	per doz.	per 100
<b>ACHILLEA, THE PEARL</b> , the true "PURE" snow white Pearl. Double (From cuttings) June-Aug. ....	1.20	8.00
<b>ANTHEMIS KELWAY</b> (Hardy Marguerite) clear yellow. June-Oct. ....	1.20	8.00
<b>AQUILEGIA</b> (Columbine) Long Spurred Hybrids. May-June ....	1.20	8.00
<b>AQUILEGIA</b> (Columbine) Rose Queen, fine pink, May-June ....	1.50	10.00
<b>ARTEMISIA LACTIFLORA</b> 4 ft. tall, dark green, finely cut foliage, covered with many branched panicles of fragrant white flowers. <b>EXTRA</b> Aug.-Sept. ....	1.50	10.00
<b>ARTEMISIA PEDEMONTANA</b> a handsome variety with finely cut silvery foliage. Fine for greens in bouquets. ....	2.00	15.00
<b>ASTER ELTA</b> , clear lavender pink flowers in clusters, borne on attractive dark green, glossy stems. Semi double. A most excellent cutflower. Does not wilt after cutting. Sept. ....	3.50	25.00
<b>ASTER FELTHAM BLUE</b> , large clear blue. Sept. ....	2.00	15.00
<b>BOLTONIA LATISQUAMA</b> , beautiful pink. Aug.-Sept. ....	1.20	8.00
<b>CARNATION CHABAUD</b> (Improved Carnation) The strongest growing race in existence. Flowers full double, measuring 2 inches across; growing on strong stalks. As true to the indoor Carnation as possible. Perfectly hardy. In 8 varieties our selection. All summer. ....	3.00	25.00
<b>CARNATION GRENADIN</b> hardy semi-double outdoor pink; very distinct colors. Red, Maroon, Pink, Yellow and White. All summer. ....	1.20	8.00
<b>CENTAUREA MONTANA</b> (Bachelor's Button) blue. July-Sept. ....	1.20	8.00
<b>CHRYSANTHEMUM HARDY</b> , separate colors. Sept.-Oct. ....	1.20	8.00
<b>CHRYSANTHEMUM MRS. LOTHIAN BELL</b> , largest white flowered Marguerite of its class, flowers measuring six inches across. July-Oct. ....	2.00	15.00
<b>COREOPSIS GRANDIFLORA</b> , golden yellow. June-Oct. ....	1.20	8.00
<b>DELPHINIUM</b> (Larkspur) <b>BELLADONNA</b> , light blue. All Summer ....	1.20	8.00
<b>DELPHINIUM</b> (Larkspur) <b>BELLAMOSA</b> , dark blue. All Summer. ....	1.50	10.00
<b>DELPHINIUM</b> (Larkspur) <b>ENGLISH HYBRIDS</b> . All Summer ....	1.50	10.00
<b>DELPHINIUM</b> (Larkspur) <b>GRANDIFLORUM ALBUM</b> , very fine white. All Summer ....	1.50	10.00
<b>DIANTHUS</b> (Sweet William) <b>NEWPORT PINK</b> . May-June ....	1.50	9.00
<b>DIANTHUS</b> (Sweet William) <b>SCARLET BEAUTY</b> . May-June ....	1.50	9.00
<b>DIANTHUS LATIFOLIUS ATROCOCCINEOUS FL. PL.</b> , beautiful deep crimson double and single flowers, produced continuously all summer. (Need protection in winter). ....	1.20	8.00
<b>DIANTHUS PLUMARIUS</b> (Hardy Pink), largest strain of single mixed. All Summer ....	1.20	8.00
<b>DIANTHUS PLUMARIUS</b> (Hardy Pink) <b>RED HYBRIDS</b> , largest strain All Summer ....	1.50	10.00

	per doz.	per 100
<b>DIANTHUS HYBRIDUM LORD LIONS</b> , lavender pink; full double All summer	2.00	15.00
<b>DIANTHUS PLUMARIUS ROSY GEM</b> , half-double, fine light rose. (NEW) All Summer ....	2.50	20.00
<b>ERYNGIUM PLANUM</b> (Sea Holly), Steel blue, fine for cutting and drying	1.20	8.00
<b>EUPATORIUM COELESTIUM</b> (Hardy Ageratum), lavender blue. Aug.-Oct. ....	1.50	10.00
<b>EUPHORBIA COROLATA</b> , a fine plant to take the place of Gypsophilla when that is past. Masses of pure small white flowers. Aug.-Sept. ....	1.50	10.00
<b>GAILLARDIA GRANDIFLORA SUPERBA</b> , extra large. All Summer. ....	1.20	8.00
<b>GYP'SOPHILLA PAN. ALBA</b> (Baby's Breath), fine for drying. July-Aug. ....	1.20	8.00
<b>HELIANTHUS MULTIFLORUS</b> (Double Dahlia Sunflower), fine golden yellow. Aug.-Sept. ....	1.50	10.00
<b>HELIOPSIS</b> (Orange Sunflower) <b>PITCHERIANA</b> , golden yellow flowers. All Summer ....	1.20	8.00
<b>HEMEROCALIS</b> (Day Lily), orange and yellow. June-July ....	1.20	8.00
<b>HESPERIS</b> (Rocket-Dame's Violet), lavender and white. June-July. ....	1.50	10.00
<b>HOLLYHOCK</b> , double or single in colors. June-July ....	1.20	8.00
<b>LILY OF THE VALLEY</b> , clumps. May-June ....	2.00	15.00
<b>LUPINUS</b> (Lupines) deep blue, rose and white; wonderful cutflower. June-July	1.70	12.00
<b>LUPINUS</b> (Lupines) <b>IMPERIAL</b> , a very fine novelty, with fine long spikes of purple blue flowers, much superior and larger than the above. (NEW) June-July ....	3.00	20.00
<b>PAPAVER NUDICAULE</b> (Iceland Poppy), a very fine variety of Poppy for cutflowers. Charming cup-shaped flowers of Orange, White and Yellow. All Summer ....	1.20	8.00
<b>PENSTEMON BARB. TORREYI</b> (Beard Tongue), scarlet. June-Aug. ....	1.75	12.00
<b>PHYSALIS FRANCHETTI</b> (Chinese Lantern), brilliant scarlet fruit. Should be dried. ....	1.20	8.00
<b>PYRETHRUM HYBRIDUM GR. FL.</b> (Painted Daisy), single mixed. June-July	1.20	8.00
<b>PYRETHRUM ULIGINOSUM</b> (Giant Daisy), white. July-Sept. ....	1.20	8.00
<b>RUDBECKIA LACINIATA</b> (Golden Glow) July-Oct. ....	1.20	8.00
<b>SHASTA DAISY</b> (Alaska), pure large white. All Summer. ....	1.20	8.00
<b>SHASTA DAISY</b> (King Edw. VII), an improved form of Shasta Daisy. All Summer. ....	1.20	8.00
<b>STATICE LATIFOLIA</b> (Sea-lavender), could be called the lavender Baby's Breath; considered more valuable. June-Aug. ....	1.70	12.00
<b>TRITOMA</b> (Red-Hot Poker) Red spikes. Sept. Nov. ....	2.00	15.00
<b>THALICTRUM DIPTEROCARPUM</b> (Meadow Rue) flowers a charming shade of lilac-mauve. Fine cutflower. Aug.-Sept. ....	3.50	25.00
<b>VERONICA SUBSESSILIS</b> (Speedwell), deep blue. July-Aug. ....	1.70	12.00

TAKE A LOOK AT THIS LIST. A LITTLE STUDY WILL PAY YOU WELL. ALL OF THESE VARIETIES ARE GOOD.

THOSE PRINTED IN HEAVY TYPE YOU SHOULD NOT MISS

*Weller's*  
**Perennials**  
with that  
Wonderful Root System

**WELLER NURSERIES CO., Inc.**  
HOLLAND, MICHIGAN

OVER FIVE MILLION PLANTS TO SELECT FROM

*Weller's*  
**Perennials**  
with that  
Wonderful Root System

*Of Special Interest to Progressive Florists*

## Some Perennial Flowers are used Dried—During Winter or any Time

SUCH AS:—STATICE, BABY'S  
BREATH, CHINESE LANTERN,  
ARTEMISIA PEDEMONTANA,  
ERYNGIUM, ETC.

## Perennials Pay

Many florists claim they often make  
more out of their Perennial flowers  
than from many an indoor crop.



ARTEMISIA LACTIFLORA

## Many Perennials Flower for Decoration Day

FOR INSTANCE:—

AQUALEGIA (Columbine), LARK-  
SPUR, DIANTHUS BARBATUS,  
PLUMARIUS, COREOPSIS, PYRE-  
THRUM, CARNATION, PAPAVER  
NUDICAULE, ETC.

(For complete description of varieties  
see our general catalogue.)

## Expense Small

The expense of Perennials is small,  
they live over winter and bloom again  
every year in abundance.

## We Grow PERENNIALS FOR FLORISTS as a Specialty

Our Plants are strong, field grown and bloom absolutely the first year. They are twice, sometimes three times TRANSPLANTED. They have therefore REAL ROOTS to grow on, for our slogan, WELLER'S PERENNIALS "With That Wonderful Root System" is no idle statement.

## You Have Often Considered Planting Perennials---DO It THIS Time. *WHY DELAY AGAIN?*

Your investment is small; judge for yourself about the profit in a supply of A No. 1 outdoor cutflowers during spring and summer, when otherwise you would buy flowers,—an extra outlay of money. THE FLOWERS YOU CAN GROW YOURSELF YOU DO NOT HAVE TO BUY.

Take this list of leaders and order 12, 25, 50 or 100 or more of each variety you KNOW is good, or ask for suggestions. We are perfectly posted on the Perennial plants that PAY BIG for the florist, and the benefit of our experience in supplying others for years, is yours.

**Perennials Bring  
You Business**

After you have planted Perennials and are picking valuable flowers all during Spring and Summer for your Bouquet, General Designing and Funeral Work, you will wonder why you had overlooked Perennials before.

**Perennials Advertise  
Your Place**



# ORDER SHEET

Date\_\_\_\_\_192\_\_\_\_\_

**Weller Nurseries Co., Inc.**

## Holland, Michigan

**Money Enclosed**

Check, \$\_\_\_\_\_

P. O. Money Order, \$\_\_\_\_\_

Draft, \$\_\_\_\_\_

GENTLEMEN:—

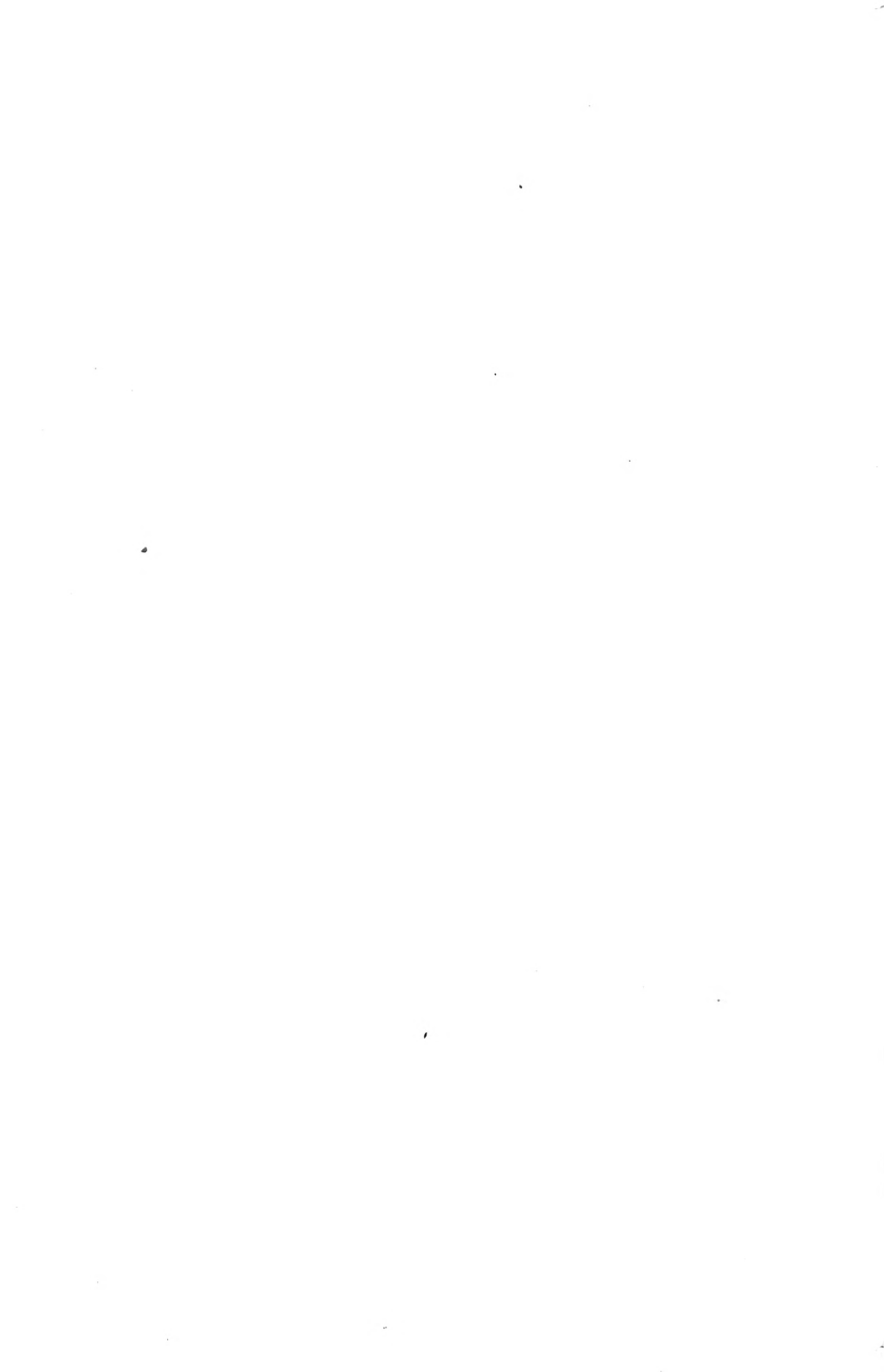
Please Ship (when ready) TO\_\_\_\_\_

By { Parcel Post  
Express  
Freight } the following:

[illegible]

YOUR NAME\_\_\_\_\_

ADDRESS-----





# WELLER'S GLADIOLI FOR FORCING—"OURS FOR FLOWERS"

A SLOGAN WHICH CARRIES THE GOOD WILL OF HUNDREDS OF OUR CUSTOMERS.

## OUR SUPERB STOCK

As pioneers in Gladiolus growing, and having been among the first to introduce "Gladioli for Forcing" we have undoubtedly gathered so much experience in producing "A Superior Kind of Bulb" that the quality of our stock need not be dwelled upon. Our hundreds of satisfied customers are our best testimonials. Every year, we have been able to improve our stock thru added experience, so that we are confident that our bulbs of today are as near perfect as can be produced.

## DO GLADIOLI FORCE WELL AND ARE THEY PROFITABLE?

We can cheerfully state that Florists who have been forcing Gladioli in earnest for a number of years, are getting as near 100 percent results as can be expected. Many of our customers who started with one thousand bulbs five years ago, are forcing from twenty to fifty thousand bulbs now. This not only proves that Gladioli can be forced successfully, but that there is money in it also.

## GLADIOLI FORCING ONLY IN ITS INFANCY

It is beyond question, that Gladioli are steadily gaining in popularity as bulbs for forcing, and that the time is not far distant when they will be used in the same quantities as Tulips, Hyacinths and Daffodils have been used for a great number of years. As a flower, it is the most popular; has the greatest range of varieties and colors and lends itself to any kind of floral work. There is no limit to what can be done with the blooms. There should be no further question as to "WHY GLADIOLI SHOULD BE FORCED BY EVERY UP-TO-DATE FLORIST."

## GLADIOLI IN COLDFRAME

To produce flowers about two weeks ahead of flowers from field-grown bulbs, plantings can be made in coldframes the middle of March or to suit climatic conditions. The frames should be ready then and the sash not removed until danger from frost is over. The bulbs should be planted from 4-5 inches apart and an extra supply of plant food must be provided. Diluted liquid sheep manure twice a week after the plants have made some growth is advisable, also half a handful of nitrate of soda to one gallon of water is good.

### TERMS:

30 Days Net. 10 Days 2%, 5% Cash with Order.

Prices subject to change without notice.

## THE BEST GLADIOLI VARIETIES FOR FORCING.

ORDER NO. 1. (1½") BULBS ONLY FOR FORCING

	per 1000	1½"	1¼"
ALICE TIPLADY, (Prim.) beautiful shade of orange.....	45.00	40.00	
AMERICA, soft pale pink, tinted lavender .....	17.00	14.00	
ARLON, (Prim.) light salmon, red throat. ....	50.00	45.00	
CAPTAIN FRYATT, soft red with clear white stripe. ....	35.00	30.00	
CHICAGO WHITE, pure white with lavender markings .....	27.00	22.00	
COUNTRY BOY, (Prim.) orange and yellow .....	30.00	25.00	
ECHO, (Prim.) yellow, lightly orange shaded. ....	30.00	25.00	
EVELYN KIRTLAND, pale pink with brilliant scarlet blotches .....	40.00	35.00	
FLORA, beautiful golden yellow, very large. ....	45.00	38.00	
HALLEY, delicate salmon pink, with creamy blotch; most popular for its robust habits; early. ....	21.00	20.00	
HELEN FRANKLIN, pure white, violet striped. ....	40.00	35.00	
LE MARECHAL FOCH, (Early Giant America), beautiful light pink, one of the finest. ....	30.00	25.00	
L'IMMACULEE, the best commercial white. ....	45.00	38.00	
LOVELINESS, soft cream color, long spikes; very fine .....	40.00	35.00	
MAIDENBLUSH, (Prim.), large Apple-blossom pink; the very best pink.....	40.00	35.00	
MRS. FRANCIS KING, enormous wide open flowers of light scarlet .....	22.00	18.00	
MRS. DR. NORTON, white edged with soft La FRANCE pink, soft sulphurish blotch on lower petals. ....	40.00	35.00	
MRS. FRANK PENDLETON, large pink flowers with deep carmine blotch; the very best forcer. ....	30.00	24.00	
MRS. WATT, wonderful wine red flower; Like American Beauty .....	35.00	30.00	
NIAGARA, beautiful creamy yellow. ....	35.00	30.00	
ODIN, similar in color to Prince of Wales, but better because of stiff, straight stems. ....	45.00	40.00	
PANAMA, clear pink, extra fine and large. ....	25.00	20.00	
PEACE, large white, pale lilac feathering. ....	30.00	25.00	
PRINCE OF WALES, brilliant orange salmon, Extra .....	35.00	30.00	
ROSE PEARL, a much improved Wilbrink .....	40.00	35.00	
ROEM VON KENNEMERLAND, very large flower, deep pink, with white throat; Extra. ....	28.00	25.00	
SCHWABEN, canary yellow shading to sulphur yellow .....	30.00	25.00	
WAR, deep blood red; very large. ....	40.00	35.00	
WILBRINK, a sport of Halley, beautiful shade of light pink; early; good forcer .....	28.00	24.00	
YELLOW HAMMER, pure yellow, strong grower. ....	35.00	30.00	

### MIXTURES

PRIMULINOUS HYBRIDS, best mixture of true Primulinous; especially adapted for forcing .....	20.00	16.00
EXHIBITION MIXED, large flowering varieties; very best .....	18.00	15.00
FLORIST MIXED, fine cutflower varieties. ....	15.00	12.00
ORDINARY MIXED, a good mixture at moderate price. ....	12.00	10.00

### GLADIOLI FOR OUTDOOR PLANTING AND PLANTING STOCK

If interested in these, please drop us a line and we will immediately quote you our very best prices. For outdoor cutflowers order from above list. Our 2nd size will produce A. No.1 flowers outside.

Weller's  
*Gladioli*  
FOR FORCING  
"Ours for Flowers"

Ask For Our  
GENERAL PERENNIAL CATALOGUE  
PEONY CATALOGUE  
ROSES FOR FORCING  
SPIRAEA FOR FORCING  
CYCLAMEN SEED

# General Information about Perennials for Cut Flowers

## VARIETIES

All varieties offered in this list have been selected from our complete list of Perennials as the best for cut-flower purposes without exception. No Florist should be without any of them, although it is possible that a certain class suits one better than the other. Varieties listed in heavy type are recommended for planting before others, or to remind you that they should not be missed by any means.

## BEFORE ORDERING

Before ordering, it is well to first study the requirements of your business; at which times of the summer the demand for cutflowers is the heaviest and when you have the smallest crop and variety of your own. The market for cutflowers at Decoration Day is unlimited, so that varieties blooming at that time are of most importance. The flowering time is given with each variety or species, which enables you to make your selection with accuracy. Further, the colors are given of each variety so that if you want blue most of all, such varieties as Delphinium, Centaurea, Eupatorium, etc., may be selected without difficulty. We advise planting a general variety under most circumstances, which prevents a surplus crop at any one time, but protects you against shortages at all times.

## FALL PLANTING AND WINTER PROTECTION

To obtain the largest crop of flowers the first year at the proper time, planting should be done in the fall. Early planting is advisable, so that the plants can become thoroughly established before winter. Most important in fall planting, is, that the land be well drained, so that no excessive moisture can collect during the winter and early spring. Plant Perennials the same depth as they grew in the nursery and after planting, hill up the soil around the plants to about two inches, not packing down the hills at all. As soon as the ground is frozen and winter seems permanent, cover up rows with straw or corn-stalks, which should be taken off as soon as the danger of frost has past, at the same time leveling down the hills from the plants.

## SPRING PLANTING

Spring planting suits nearly all situations, except that there is seldom time enough to do the work properly. Perennials planted in the spring will not flower as profusely the first summer as those planted in the fall. Orders for spring delivery will be reserved until the proper time, but owing to the scarcity of some of the outstanding varieties, we advise that you place your order now to avoid disappointments later.